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More Strawberry Shortcake™

An Unauthorized Handbook and Price Guide

Jan Lindenberger with Jennifer Bowles

A Schiffer Book for Collectors

About the Author

Jan Lindenberger resides in Colorado Springs, Colorado, as do two of her six children, and two grandchildren. She has lived there since 1977, but she is originally from Erie, Pennsylvania, where she first became a lover of antiques and, in 1972, an antique dealer.

Jan's main interest and specialty is Black Memorabilia, of which she has one of the largest known collections in the U.S.A. Because of this, she has written articles for the *Collectors News* and authored three books on the subject: *Black Memorabilia for the Kitchen, A Handbook and Price Guide*, 1992; *Black Memorabilia Around the House: A Handbook and Price Guide*, 1993; and *More Black Memorabilia: An Information and Price Guide*, 1995.

Other books include *Planters Peanuts Collectibles: 1906-1961, Planters Peanuts Collectibles: Since 1961, 501 Collectible Horses,* and *Raggedy Ann & Andy Collectibles.*

Collecting and decorating her home with plastics and 50s-60s collectibles has given her the opportunity to author four other books on these subjects: *Collecting Plastics: Information and Price Guide*, 1992; *Collecting the 50s & 60s: A Handbook and Price Guide*, 1993; and *The 50s & 60s Kitchen: A Collector's Handbook and Price Guide*, 1994, *Fun Collectibles of the 1950s, 1960s & 1970s: A Handbook & Price Guide* and *Fun Kitchen Collectibles*, 1996.

She has also explored the area of vintage fashion and accessories with *Clothing & Accessories of the 40s, 50s, & 60s* and *Collecting Plastic Jewelry*, both published in 1996.

Publishing the *Antique Buyer's Guide*, a guide to antique shops in an area including seven mid-western states, and doing shows on black memorabilia, has been Ms. Lindenberger's livelihood for the past 15 years.

All of her books are published through Schiffer Publishing Ltd., Atglen, Pennsylvania.

Jennifer Bowles has loved and collected dolls all her life (26 years)! Jennifer works at an elementary school as a Speech Language Pathologist and runs a part-time business called The Doll Patch. She grew up loving Strawberry Shortcake and has been re-collecting Strawberry Shortcake for the past 5 years.

More Strawberry Shortcake

An Unauthorized Handbook And Price Guide

Jan Lindenberger with Jennifer Bowles

Schiffer® Publishing Ltd

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Title page caption- 1991 THQ Strawberry Shortcake ragdoll. 12". $25–35 MIB. $10–15 loose.

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Credits

A very special thanks to Jennifer Bowles for her patience and kindness and for welcoming me into her home and allowing me to photograph her vast collection. Jennifer contributed basically all the valuable information for this book. She would like to be in touch with other avid Strawberry Shortcake collectors. Jennifer publishes the *Strawberryland Gazette*, a newsletter about Strawberry Shortcake and her friends, and welcomes any correspondence from other collectors. Jennifer buys and sells as well. For information on her newsletter (published 6 times a year, $24.00 yearly or $4.00 an issue) you may contact her at Strawberryland Gazettte, 138 E. Main Cross, Greenville, Kentucky, 42345, or by phone: 1–502–338–4318.

Also thanks to Helen Bowles for all her help with arranging and rearranging her daughter Jennifer's vast collecton, and for those wonderful home cooked meals.

And to: Linda Strumski, Waterbury, Ct.

Michelle Razzi, Baltimore, Md

Berri Bits (Strawberry Shortcake Newsletter)
C/O Pat Minks
10001 Elliott Ave S
Bloomington, MN 55420

The American Greetings Strawberry Shortcake cookie jar was a graduation gift from her mother and has an estimated value of $750–1200.

Introduction

Welcome to the world of Strawberry Shortcake, a world that American Greetings Corporation created for little girls everywhere in 1979–1980. The Strawberry Shortcake character was originally created as a greeting card design; little did they know it would be a huge success.

This book is an introduction to the "Berry Basics" of Strawberry Shortcake collecting. "Berry Basics" are those dolls, miniatures, accessories pictured in the advertising booklets that came with the dolls.

Strawberry's world started small, but over the next 5 years it grew considerably. After all, who could resist her "berry" sweet personality? From 1979 to 1985 Strawberryland took hold of all of us with a new fascination on life from Strawberry's view, and we all wanted to play in her sweet-smelling world!

Now Strawberry Shortcake's world consists of the young and old alike, who want to enjoy Strawberryland and all its inhabitants!

In a wonderful imaginary place called Strawberryland, where strawberries grow all year long, lives a little girl called Strawberry Shortcake. This description came from a booklet of the Strawberry Shortcake toy line produced by Kenner from 1980, and love her we did! Over the years, Strawberry took trips to Big Apple City, China Cup, and Mexicoco (as seen in the Strawberry Shortcake videos). It was on Strawberry Shortcake's trips around the world that she met other "berry" good friends who came to live in Strawberryland. Not everyone that Strawberry Shortcake met came back to Strawberryland, however, or was made into a doll.

Kenner manufactured the dolls and accessories fron the "berry" beginning. Strawberry Shortcake, Orange Blossom, Blueberry Muffin, Huckleberry Pie, Lemon Meringue, Raspberry Tart, Apricot with Hopsalot Bunny, Apple Dumplin' with TeaTime Turtle, Purple Pieman with Berry Bird. They were all scented to smell like their names. In all, there were nearly 50 dolls made. (rag dolls, baby dolls, six-inch dolls, etc.)

Starting in 1981 Kenner made all dolls with pets. In all by1983 the "regular line" consisted of 19 dolls (5 of which were the international friends). By 1984 Kenner had produced 64 miniatures and 18 Deluxe miniature sets: in addition to accessories for both dolls and miniatures Kenner also made a wonderful house for Strawberry Shortcake and her friends. It is called Strawberry Shortcake Berry Happy House. It is three stories high and decorated daintily with strawberry-shaped windows, a balcony, strawberry-shaped sunroof, and a yellow porch swing. The house was originally sold without furniture, but was later sold with basic furniture. Add-on sets were also available to complete the house. The Party Pleaser line made in 1984 consisted of 10 dolls who wore fancy party dresses and coordinating party pets. Two new dolls were introduced into the line: Peach Blush with Melonie Belle and Plum Puddin' with Elderberry Owl. Also in 1984 five Sweet Sleeper dolls were introduced. They had eyes that opened and closed and came with sleeping bags and sleeping pets. The boxes were made to resemble little bedrooms.

All good things must come to an end. In 1985, the final line of Kenner dolls, called the "Berrykins" by collectors, were produced. These 6 dolls had long hair that flowed to their feet, came with a "critter" instead of a pet, and fancier outfits. A new creation added to the Berrykin series was "Banana Twirl and her Banana Berrykin". They also had a Princess to guide and keep them out of harm's way. The Berry Princess was simular to a fashion doll with long blond hair and a beautiful pink and white dress. What's a "Berrykin" look like, you ask? Well, it is kind of a crossing between an elf and a berry.

In 1991, a company called Toy Headquarters (THQ) obtained the rights to produce the new Strawberry Shortcake dolls. These 9 re-released dolls had a 1990s look to them with long styled hair, larger eyes, and updated outfits. 4 were Strawberry Shortcake in various outfits, and the rest consisted of Lime Chiffon, Orange Blossom, Lemon Meringue, Blueberry Muffin, and Raspberry Tart. These dolls weren't as popular as the originals but are still loved by most collectors.

Other rag dolls and accessories were also made. The 5 ½" dolls came on large cards, not boxes, with extra outfits. No pets were included in this line. The line was discontinued due to lack of interest. Then "Little Debbie" had a promotion for people who bought Little Debbie Strawberry Shortcakes to acquire a "classic Strawberry Shortcake" doll. This doll was essentially a THQ doll packaged in a special box with wrist tag. In 1997, American Greetings released stickers and greeting cards with Strawberry Shortcake's picture, but no dolls. So many companies held licenses to produce Strawberry Shortcake items, like bedding, stickers, and glassware, that it was no wonder Kenner once referred to it as "Pink Gold".

So why did they stop making Strawberry Shortcake? It is a question Jennifer Bowles, the publisher of Strawberryland Gazette, is often asked. "There are many contributing factors, she says. "In my opinion little girls just grew up, parents had bought enough, and sales slacked. Very few toys have a long life like Barbie and G.I. Joe. Jennifer also believes Strawberry Shortcake will not make a comeback. "I don't think American Greeting will issue the dolls again. If they did I do not believe they would be the same. Therefore, I encourage Strawberry Shortcake admirers to find those basics 'berry' fast!"

Stay tuned for more of Strawberry Shortcake and all the wonderful products that displayed her cute face and adorable personality.

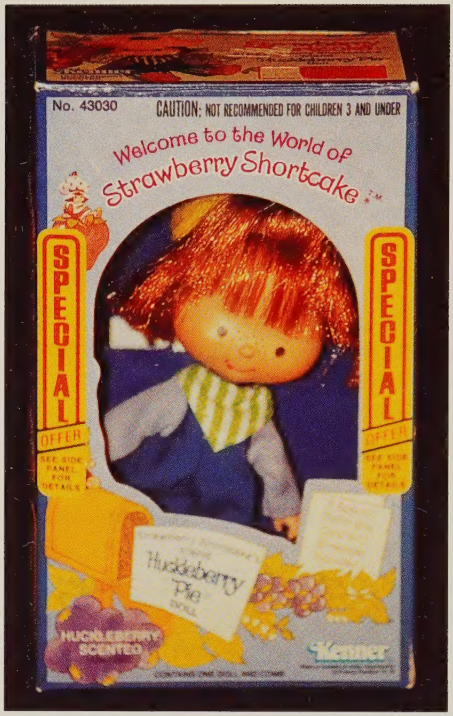
Prices may differ according to area as well as condition and availability.

Dolls

Strawberry Shortcake first edition box. Most dolls in first edition boxes had flat hands. However, some "transitional" dolls from the end of this series can be found with curved hands in these boxes. $20 and up MIB, $6–10 loose.

First edition Huckleberry Pie. $20 and up MIB, $6–8 loose.

Rosita Fresita (Hispanic) by Lili Ledi. Hair is bright orange and apron has a large berry on front. $20 and up



First edition Huckleberry Pie in special box with comb and brush set. $25 and up MIB.

First edition hard plastic Tea Time Turtle and second edition vinyl turtle. $4–6 each

Apple Dumplin' first edition. $20 and up MIB.

First edition of Blueberry Muffin. $20 and up MIB

Orange Blossom first edition. $20 and up MIB.

First edition Raspberry Tart. $20 and up MIB.

Special box first edition Raspberry Tart. (Comb set inside box) $25 and up MIB.

First edition Apricot with Hopsalot. $20 and up MIB.

First edition Lemon Meringue. $20 and up MIB.

Strawberry Shortcake with Custard the cat. $25 and up MIB. $15–20 loose.

First edition Purple Pieman with Berry Bird. $20 and up MIB.

Blueberry Muffin with Cheesecake Mouse. $30 and up MIB. $15–18 loose.

Huckleberry Pie with Pupcake. $25 and up MIB. $15–18 loose

Raspberry Tart with Rhubarb monkey. $25 and up MIB. $15–18 loose.

Apricot with Hopsalot–White catalog box. $20 and up.

Second edition Apricot with Hopaslot. $25 and up MIB. $10–15 loose. No change in doll or pet from first to second edition.

Apple Dumplin' with vinyl Tea Time Turtle. $25 and up MIB. $15–18 loose.

Lemon Meringue with Frappe Frog. $25 and up MIB. $15–18 loose.

Angel Cake with Soufflé Skunk. $25 and up MIB. $15–20 loose.

Orange Blossom with Marmalade Butterfly. $25 and up MIB. $15–20 loose.

Cherry Cuddler with Gooseberry. $20 and up MIB. $12–15 loose.

Butter Cookie with Jelly Bear. $20 and up MIB. $12–15 loose.

Lime Chiffon with Parfait Parrot. $20 and up MIB. $15–20 loose.

Crepe Suzette with Eclair Poodle. $30 and up MIB. $15–18 loose.

Café Olé with Burrito Donkey. $30 and up MIB. $15–18 loose.

Almond Tea with Marza Panda. $35 and up MIB. $15–18 loose.

Spanish box, Café Olé with Burrito. $25 and up MIB.

Lem and Ada with Sugar Woofer. $35 and up. MIB. $20–25 loose.

Mint Tulip with Marsh Mallard Duck. $35 and up MIB. Loose $15–18.

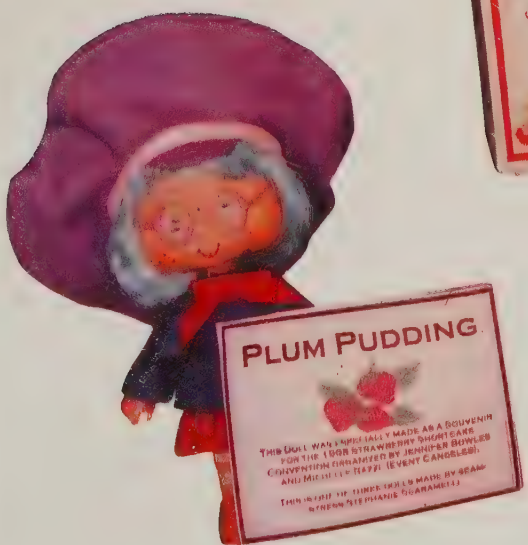
Purple Pieman. Second edition box. $20 and up MIB. $15–18 loose.

Dancing Strawberry Shortcake. $35 and up MIB. $15–18 loose.

Sour Grapes (villainess) with Dreggs Snake. $35 and up MIB. $15–20 loose.

Fig Boot Dinosaur. $75 and up MIB. $25 and up loose.

1998 Strawberry Shortcake Convention dolls. Baby Needs a Name. Convention cancelled but dolls produced–30 made. Originally sold for $35 each.



Plum Puddin' as a boy doll with certificate. Made for the Strawberry Shortcake convention. 3 produced. Price not available.

JC Penny Huckleberry Pie ragdoll. (Missing necklace). $50–76

JC Penny Strawberry Shortcake ragdoll with necklace. Her head is wider than other ragdoll. $50–75

Vinyl-headed Huckleberry Pie ragdoll. $75–100 MIB. $50–75 loose.

Vinyl-headed Strawberry Shortcake ragdoll. $75–100 MIB. $50–75 loose.

Apple Dumplin' ragdoll. $40–50 MIP. $15–20 loose.

Strawberry Shortcake ragdoll. $40–50 MIP. $15–20 loose.

Raspberry Tart ragdoll. $40–50 MIP. $15–20 loose.

Apricot with Hopsalot ragdoll. $40–50 MIP. $10–15 loose.

Lemon Meringue ragdoll. $40–50 MIP. $15–20 loose.

Orange Blossom ragdoll.
$40–50 MIP. $15–20 loose.

Lime Chiffon ragdoll. $40–50 MIP.
$15–20 loose.

Cherry Cuddler ragdoll.
$40–50 MIP. $15–20 loose.

Mint Tulip ragdoll. $40–50 MIP. $15–20 loose.

Strawberry Shortcake, Blow Kiss doll. $40 and up MIB. $20–30 loose.

Lemon Meringue, Blow Kiss doll. $40 and up MIB. $20–30 loose.

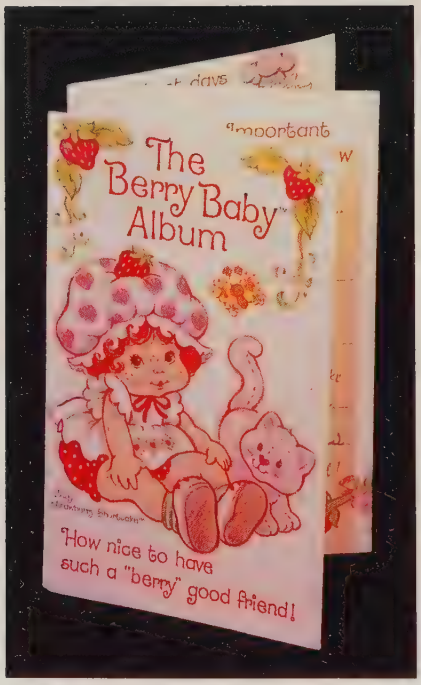
Orange Blossom, Blow Kiss doll. $40 and up
MIB. $20–30 loose.

Apricot, Blow Kiss doll. $40 and up
MIB. $20–30 loose.

Angel Cake, Blow Kiss doll. $40 and up
MIB. $20–30 loose.

Baby Needs a Name, Blow Kiss doll. $40 and up MIB. $20–25 loose.

Berry baby Strawberry Shortcake. $15 and up MIB. $10–15 loose.



Blow Kiss Baby, baby album insert. $2–3.

Berry baby Orange Blossom. $15 and up MIB. $10–15 loose.

Lemon Meringue Berry baby. $15 and up MIB. $10–15 loose.

Berry baby Blueberry Muffin. $15 and up MIB. Loose $10–12.

French-Canadian Lemon and Orange Berry Babies. $15 and up MIB.

Berry baby buggy. $30 and up MIB.

Berry baby bassinete. $30–40 MIB

Strawberry Shortcake, Party Pleaser. $50 and up MIB. $35–40 loose.

Apple Dumplin', Party Pleaser. $50 and up MIB. $35–40 loose.

Angel Cake, Party Pleaser. $50 and up MIB. $35–40 loose.

Cherry Cuddler, Party Pleaser. $50 and up MIB. $35–40 loose.

Café Olé, Party Pleaser. $50 and up MIB. $35–40 loose.

Almond Tea, Party Pleaser. $50 and up MIB. $40–45 loose.

Orange Blossom, Party Pleaser. $50 and up MIB. $35–40 loose.

Angel Cake, Party Pleaser. $50 and up MIB. $30 and up loose.

Peach Blush, Party Pleaser. $150 and up MIB. $100 and up loose.

Plum Puddin', Party Pleaser. $150 and up MIB. $100 and up loose.

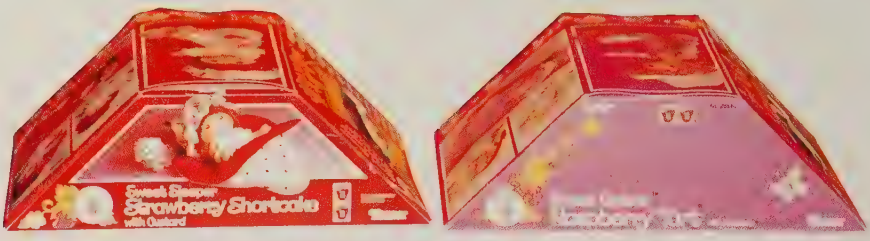
Blueberry Muffin Sweet Sleeper. $50 and up MIB. $25–35 loose.

Strawberry Shortcake Sweet Sleeper. $50 and up MIB. $25–35 loose.

Orange Blossom Sweet Sleeper. $50 and up MIB. $25–35 loose.

Raspberry Tart Sweet Sleeper. $50 and up MIB. $25–35 loose.

Lemon Meringue Sweet Sleeper. $50 and up MIB. $25–35 loose.



2 different styles of box tops for the Sweet Sleeper doll series. No value.

Strawberry Shortcake with Strawberrykin. $250 and up MIB. $150 and up loose.

Orange Blossom with Orange Berrykin. NRFB $250 and up.

Mint Tulip with Mint Berrykin. $250 and up MIB.

Peach Blush with Peach Berrykin. $250 and up MIB. Loose Berrykin critter $50 and up.

Banana Twirl with Banana Berrykin. NRFB. $250 and up. Loose doll only, $100 and up.

Plum Puddin' with Plum Berrykin. $250 and up MIB.

Mint Tulip Berrykin prototype. The doll is the same doll that was eventually produced. Mint Tulip Berrykin is not completely painted. Made by Kenner. Value unknown.

Berry Princess. $200 and up MIB.

Prototype Strawberry Shortcake Strawberrykin. Notice Prototype dolls and Berrykins are reversed in box versus set produced. Berrykin handpainted value unknown.

Peach Blush Berrykin prototype. The bottom part of the dress ia a different fabric than that of the doll produced. She is hand painted by Kenner. Value unknown.

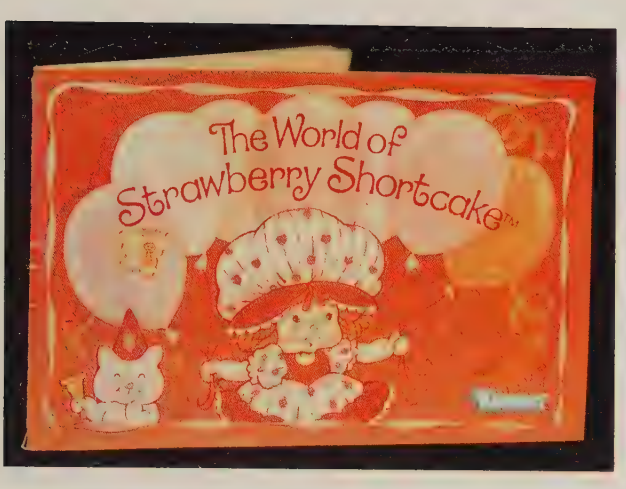
Prototype Orange Blossom Berrykin. Value unknown.

1980 advertising booklet. $5–8

Advertising booklet. (Came with items in box)
1981. $3–5

Advertising booklet. (Came with items in box)
1982. $3–5

Advertising booklet. (Came with items in box)
1983. $3–5

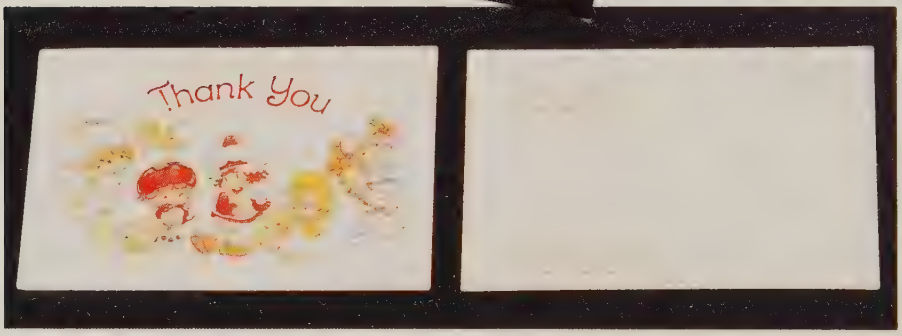


Advertising booklet. (Came with items in box) 1984. $3–5

Front of Berrykin advertising sheet. Came only with Berry Princess doll. $8 and up.

Back of Berrykin advertising sheet.

Thank you card with fold out and envelope. Early 1980. $1–2



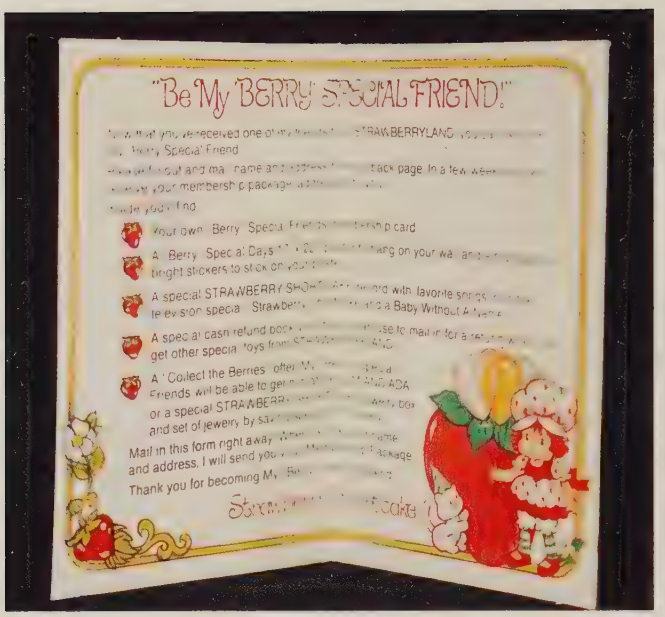
Thank you card. $1–2

Thank you card that came with items bought in boxes. $1–2

Thank you card with all friends shown. $1–2

Berrykin thank you card. $2–4

Berry Special Friends application. (Found in 1984 boxes) $1–2



Inside Berry Special Friends application.

Berry Special Friends sticker.
Came with application. $1–2

Advertising poster for rebate. Shows Party Pleaser dolls. Price not available.

Accessories

Stuffed Pets; Doll houses

Big Berry carrying case. $10 and up MIB. $5–10 loose

Flitterbit Butterfly. $20 and up MIB. $10–15 loose.

Escargot Snail with cart. $35 and up MIB. $25–35 loose.

Carousel. $30 and up MIB. $15–20 loose.

Berry cycle. $20–25 MIB. $10–12 loose.

Berry Bake Shoppe. $40 and up MIB. $30–40 loose.

Berry trolley.
$40 and up MIB.
$30–40 loose.

Garden house &
gazebo. $55 and up.
MIB. $40–50 loose.

Foreign Box
garden house.
Italian. $50 and
up MIB.

Berry Merry Worm, Philbert Wormly III. $20 and up MIB. $10–15 loose.

Maple Stirrup and the Oatsmobile. $40 and up MIB. $25–35 loose.

Berry Wear. Berry wet & Berry Ballerina. 2 sizes in cards. $8–10 set.

Berry Wear. Berry Beachy & Berry Quaint. $8–10

Berry Wear. Berry Pretty & Berry Quick. $8–10

Berry Wear. Berry Goodnite & Berry Sweet. $8–10

Berry Wear. Berry Rainy & Berry Sleepy. $8–10

Berry Wear. Berry Patch & Berry Sunny. $8–10

Medium size Custard. $40–50 MIB

Medium size Pupcake. $40–50 MIB

Medium size plush Custard with berry-shaped collar. $15–20

Medium size plush Pupcake with berry-shaped collar. $15–20

Small plush Custard.
$15–20

Small plush Pupcake. $15–20

Plush Gooseberry. $15–20

Plush Jelly Bear with hangtag. $15–20

Plush Tea Time Turtle with hangtag and collar. $20–30

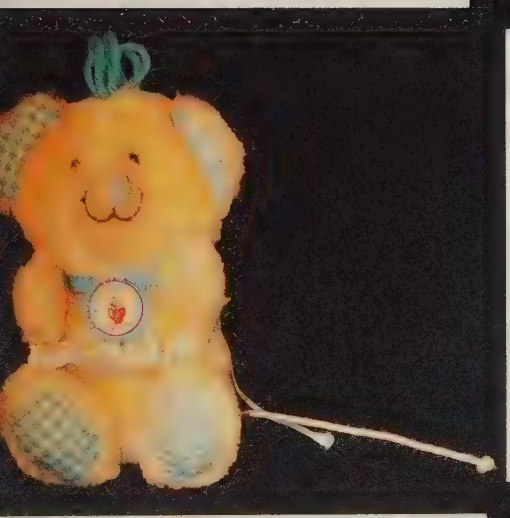
Small plush Hopsalot. $15–20

Plush Parfait Parrot. $75 and up

Plush Rhubarb monkey with hangtag. $75 and up

Plush Marmalade Butterfly with hangtag. $75 and up

Souffle Skunk with collar. $40–55



Plush Cheesecake mouse. $50 and up.

Plush Frappe frog. $50 and up.

Large Custard with collar. $45–60

Large Pupcake in box. $50 and up.

Large plush Hopsalot. $50–75 MIB

Large Pupcake with hangtag and collar. $45–55

Melonie Belle large lamb with collar. $50–75

Srawberry Shortcake's doll house. $200 and up MIB. $125 and up loose.

Berry Happy Home marked unfurnished. Also came partially furnished. Value of doll house in box, $200 and up. Box alone $5–8

Basic living room set. $40 and up MIB. $20–30 loose.

Add-on living room set. $50 and up MIB. $25 and up loose.

Add-on dining room hutch set. $40 and up MIB. $25 and up loose.

Basic dining room set. $40 and up MIB. $20–30 loose.

Loose kitchen sink with green towel and ice box. $10–15

Berry Happy Home basic kitchen furniture set. $25 and up MIB. $20–30 loose.

Bathroom furniture for doll house. $50 and up MIB. $10–15 each loose.

Basic bedroom set. $40 and up MIB. $20–30 loose.

Add-on bedroom set. $50 and up MIB. $25 and up loose.

Add-on attic set. $150 and up MIB. $50 and up loose.

Fun room set. $150 and up MIB. $75 and up loose.

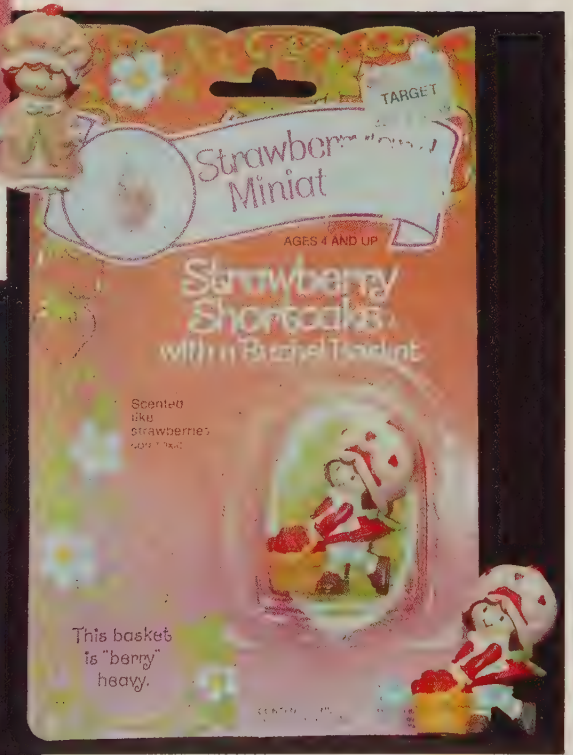
Miniatures and Accessories

Strawberry Shortcake with cake.
$7–40 MIP, $4–6 loose.

Strawberry Shortcake with 3 berries. Mini on card. $5–8 MOC. $4–6 loose.

Strawberry Shortcake in nightgown. $7–10 MOC. $4–6 loose.

Strawberry Shortcake with watering can. $7–10 MOC. $4–6 loose.



Strawberry Shortcake with bushel basket. $7–10 MOC. $4–6 loose.

Strawberry Shortcake wrapping present. $7–10 MOC. $4–6 loose.

Strawberry Shortcake on a skateboard. $7–10 MOC. $4–6 loose.

Strawberry Shortcake playing with Custard. $7–10 MOC. $4–6 loose.

Strawberry Shortcake picking berries. $8–12 MOC. $5–7 loose.

Strawberry Shortcake with broom. $7–10 MIP. $4–6 loose.

Strawberry Shortcake with Custard. $7–10 MOC. $4–6 loose.

Huckleberry Pie with Pupcake. $7–10 MOC. $4–6 loose.

Orange Blossom with Marmalade. $7–10 MOC. $4–6 loose.

Orange Blossom with paint brush. $7–10 MOC. $4–6 loose.

Blueberry Muffin miniatures. $5–8 MOC. $5–6 loose.

Raspberry Tart on seesaw.
$7–10 MOC. $4–6 loose.

Raspberry Tart with bowl
of berries. $7–10 MOC.
$4–6 loose.

Raspberry Tart with sundae.
$7–10 MOC. $4–6 loose.

Apple Dumplin' on sled. $7–10 MOC.
$4–6 loose.

Raspberry Tart on skates. $7–10
MIP. $4–6 loose.

Apple Dumplin' on Tea Time turtle. $7–10 MOC. $4–6 loose.

Lemon Meringue looking in mirror. $7–10 MOC. $4–6 loose.

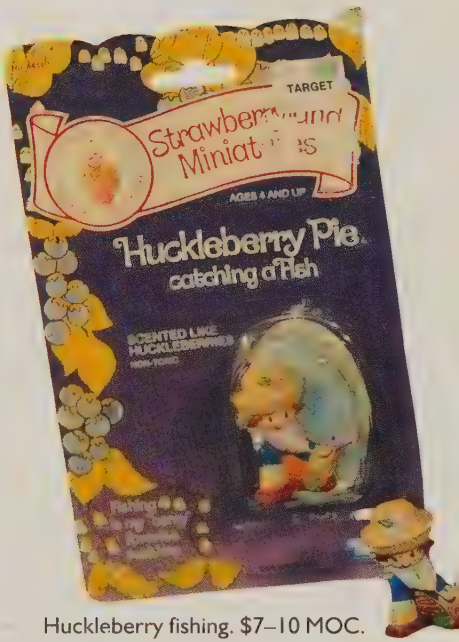
Apple Dumplin' pulling wagon. $7–10 MOC. $4–6 loose.

Lemon Meringue with Frappe Frog. $7–10 MOC. $4–6 loose.

Lemon Meringue picking flowers. $7–10 MOC. $4–6 loose.

Lemon Meringue with bouquet. $7–10 MOC. $4–6 loose.

Cherry Cuddler with Gooseberry. $7–10 MOC. $4–6 loose.



Huckleberry fishing. $7–10 MOC. $4–6 loose.

Cherry Cuddler on rocking horse. $7–10 MOC. $4–6 loose.

Apricot dancing with Hopsalot. $7–10 MOC. $4–6 loose.

Apricot with Hopsalot. $7–10 MOC. $4–6 loose.

Apricot with Hopsalot in wheel barrow. $7–10 MOC.

Lime Chiffon with parrot.
$8–12 MOC. $4–6 loose.

Lime Chiffon dancing. $7–10 MOC.
$4–6 loose.

Lime Chiffon holding
balloons. $7–10 MOC.
$4–6 loose.

Butter Cookie in buggy. $7–10 MOC. $4–6 loose.

Angel Cake with Souffle. $8–12 MOC. $4–6 loose.

Butter Cookie crawling with Jelly Bear. $7–10 MOC. $4–6 loose.

Angel Cake in bubble bath. $5–8 MOC. $4–6 loose.

Purple Pieman with Berry Bird. $15–20 MOC. $8–12 loose

Angel Cake on phone. $7–10 MIP. $4–6 loose.

Purple Pieman with pie. $10–15 MOC. $6–10 loose.

Sour Grapes with Dreggs. $15–20 MOC. $8–12 loose.

Sour Grapes with grapes. $15–20 MOC. $8–12 loose.

Café Olé with guitar. $8–12 MOC. $7–10 loose.

Café Olé with Burrito. $8–12 MOC. $5–7 loose.

Crepe Suzette. $8–12 on card. $5–6 loose.

Almond Tea miniatures. $8–12 MOC. $5–6 loose.

Mint Tulip with hoe. $8–12 MOC. $5–7 loose.

Mint Tulip with Marsh Mallard. $8–12 MOC. $4–6 loose.

Factory error miniature. Package says Cherry Cuddler but Angel Cake is in package. $12–18

1984 Strawberry Shortcake on tricycle. $75 and up MIP. $50 and up loose.

Back of miniature card. Does not show all miniatures.

1984 Cherry Cuddler with Gooseberry wearing skates. $75 and up MIP. $50 and up loose.

1984 Almond Tea sitting on cushion. $75 and up MIP. $50 and up loose.

1984 Café Olé dancing with Burrito. $75 and up MIP. $50 and up loose.

1984 Plum Puddin' at school with Elderberry Owl. $75 and up MIP. $50 and up loose.

1984 Mint Tulip with Marsh Mallard in shoe. $75 and up MIP. $75 and up loose.

1984 Plum Puddin' in night gown. $75 and up MOC. $50 and up loose.

1984 Peach Blush looking in mirror. *Not pictured:* Peach Blush with green fan. $75 and up MIP. $50 and up loose.

1984 Lem and Ada miniature. $75 and up MOC. $50 and up loose.

Lime Chiffon dancing in mirror. MIB $35–45. Loose $20–25.

Strawberry Shortcake on a sailboat. MIB $35–45. Loose $20–25.

Orange Blossom painting at easel. MIB $35–45. Loose $20–25.

Raspberry Tart in car. Deluxe miniature. MIB $35–45. Loose $20–25.

Blueberry Muffin at piano. Deluxe miniature. MIB. $35–45. Loose $20–30.

Apricot at vanity. MIB $35–45 Loose $20–25.

Deluxe miniature Butter Cookie on swing. $35–40 MIP. $20–25 loose.

Angel Cake at desk. Deluxe miniature. MIB, $35–45. Loose, $20–25.

Strawberry Shortcake on a rocking horse. Deluxe miniature. MIB $35–45. Loose $20–25.

Lemon Meringue at sewing machine. MIB $35–45. Loose $20–25.

Crepe Suzette at stove. MIB $35–45. Loose $20–25.

Café Olé at the potter's wheel. Deluxe miniature. MIB $100 and up. Loose $75 and up.

Mint Tulip with flower cart. Deluxe miniature. MIB, $35–45. Loose $20–30.

Strawberry Shortcake in rocking chair. Deluxe miniature. MIB $100 and up. Loose $75 and up.

1984 Cherry Cuddler in airplane. Deluxe miniature. MIB $100 and up. Loose $75 and up.

1984 Almond Tea Deluxe miniature. $75 and up MIB.

1984 Plum Puddin' with blackboard. Deluxe miniature. MIB $100 and up. Loose $75 and up.

Rare piece to 1984 Peach Blush under trellis, Deluxe miniatue. Missing trellis. Value unknown.

Berry Patch miniature carrying case. $15–20 MIP. $5–10 loose.

Blueberry Muffin miniature house. $40 and up MIB. $25–35 loose.

Raspberry soda shoppe. $40 and up MIB.

Strawberry Shortcake miniature house. $40 and up MIB. $30–35 loose.

Berry Busy Bug for miniatures. $25–35 MIP. $15–20 Loose.

Knock-off of Strawberry Shortcake shaped store display. $10–15

Miniature storybook case. Front and back views. Did not come in box. $20–25

Catalog boxed Strawberryland miniatures. 3 pack. $10–15.

Miniature gift set. $75 and up.

5-piece miniature gift set. $75 and up.

3-piece special collector gift set. 6 sets produced. $100 and up, MIB.

Special 3-pack Strawberryland miniature Bakery set. 3 sets pictured on back of box. $75 and up MIB.

Strawberry Shortcake Strawberryland miniatures test run: Sour Grapes, Almond Tea, Mint Tulip. They are made out of a different material than the produced miniatures. They are scented and made by Kenner in 1983. Value unknown.

Strawberry Shortcake Strawberryland miniatures story card prototype. The card opens up and has pictures and sayings inside. This one is of Strawberry Shortcake and Custard. The mini is hand-painted and made of a different material than the produced miniature. The plastic bubble is hand-cut. Made by Kenner in 1980. Never produced. Value unknown.

Inside prototype of Strawberry Shortcake card.

Purple Pieman Strawberryland miniature story card prototype. The card opens and has pictures and sayings inside. The mini is hand-painted and made by Kenner in 1980. Never produced. Value unknown.

1991 Re-Issuue Items

1991 THQ Orange Blossom. $15–25

1991 THQ Strawberry Shortcake, Berry beauty salon. $20–30 MIP.

1991 THQ Strawberry Shortcake, Berry Best Party. $15–25

1991 THQ Raspberry Tart. $15–25 MIP.

1991 THQ Strawberry Shortcake, Berry Beach Park. $15–25 MIP.

1991 THQ Blueberry Muffin. $15–25 MIP

1991 THQ Lemon Meringue. $15–25 MIP.

Back of the THQ doll package.

1991 THQ Lime Chiffon. $15–25

1991 THQ Strawberry Shortcake, Berry Sweet Sleep Over. $15–25 MIP.

1991 THQ Oatsmobile. $20–30 MIB.

1991 THQ Berry Bake Shoppe. $20–30 MIB.

1991 THQ Strawberry Shortcake Blow Kiss baby. $40–50 MIB.

1991 Strawberry Shortcake 12" Party Ragdoll. $10–15 loose.

1991 THQ Strawberry Shortcake ragdoll. 12". $25–35 MIB. $10–15 loose.

Those Characters from Cleveland, Re–issue ragdoll. 2 sizes. $20–30

1991 puzzles. $5–10 MIB.

1991 Presto Magic play set. $5–10 MIB.

1991 wallet. $5–10

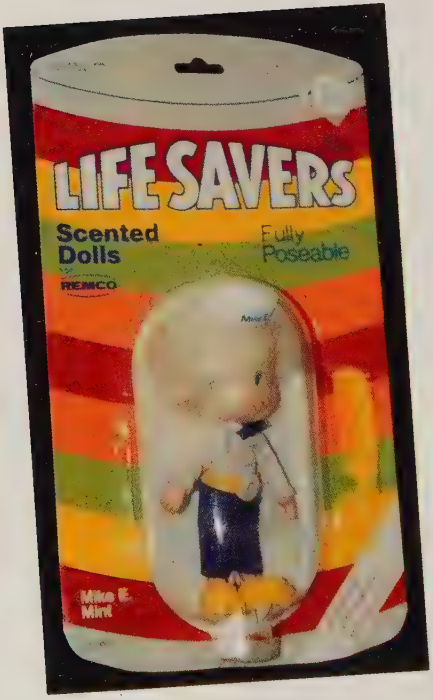
Fabulous Fakes

Imitation "The Berries" carrying case. $10–15

Imitation doll, Daisy. Her pet is similar to Marmalade. $5–10 MIB.

Gumdrop dolls. $5–8 MOC.

Life Savers miniatures. $2–4 each MIP.



Life Savers Mike E. Mint by Remco.
$6–11 MIP.

Life Savers miniatures. $2–4 MOC.

Life Savers doll. $5–10 MOC.

Fun World Bubble Gum doll. $7–12 MIB.

Fun World Milkshake doll. $7–12 MIB.

Fun World Chocolate Puddin' doll. $7–12 MIB.

Blue Box Orange Juice doll. Other doll in set 3 was Milk Chocolate. $7–13 MIB.

Blue Box Ice Cream doll. $7–10 each MIB.

Strawberry Blonde doll. $7–12 MIB.

Circus book and record. $5–8

Sweet Scents Bubble gum doll. $5–8 MOC.

Sweet Scents
Watermelon
doll. $5–8 MOC.

Sweet Scents
Strawberry doll.
$5–8 MOC

Sweet Scents Grape doll. $5–8 MOC.

Sweet Scents Chocolate. $5–8 MOC.

Sweet Scents candy cane doll. $5–8 MOC.

Imitation wooden display house. $35–45

Gata Cooky Box
Fortune Cookie doll.
$7–12 each MIB.

Gata Cooky Box
Rainbow Winks doll.
$7–12 each MIB.

Gata Cookie Box Jellie Swirl doll. $7–12 MIB.

Gata Cooky Box Chocolate Chip doll. $7–12 MIB.

Gata Cooky Box
Frosty Spice doll.
$7–12 MIB.

Gata Cooky Box
Fudge Stripe doll.
$8–12 MIB.

Little Debbie Strawberry Shortcake doll. $15–20 MIB.

Handmade 24" ragdoll. $20–25

Handmade Strawberry Shortcake doll. $6–12.

Handmade rag doll. $15–20

Handmade ragdoll. $8–12

Handmade wooden Strawberry Shortcake doll. $10–20

Handmade wooden Strawberry Shortcake and Huckleberry Pie dolls. $15–20 each.

Imitation figurine. $5–8

Painted Wooden
miniature Strawberry
Shortcake doll.
Possible prototype.
Price unknown.

Mail Away Items

Child's adjustable ring. $5–10

Bracelet of Strawberry Shortcake with watering can. $8–12

Necklace, Strawberry Shortcake with hands to her chin. $5–10

Send-away charms. You sent in Berry points to receive a set of 3 charms. $10 and up for each charm.

Poster from 1984 Berry Special Friends club. Value unknown.

Preschool Collectibles

Custard soapster loose. $15–20

Pupcake soapster. $40–50 MIP.

Playdoh set. Several styles. $25 and up.

Dip Dots paint set.
$15–20 MIB.

Lite-Brite refill
kit. $15–20

Child's battery-operated talking phone. $35 and up.

Kenner Preschool musical wind-up radio. $15–20 MIP.

Kenner Preschool "Berry Grown Up Purse." $40 and up MIB.

Displays

Preschool kitchen playset. $50–100

Preschool Give-a-Show Projector. NRFB $75 and up. Loose, $25 and up.

Draw rings. $15–20 MIB.

Preschool teaching clock.
$25–35 MIB.

Cardboard store display. $35–45

Apple Dumplin' cardboard store display. $35–45

Blueberry Muffin cardboard store display. $35–45

Huckleberry Pie Cardboard store display. $35–45

Apricot store display. $35 and up.

Lemon Meringue store display. $45 and up.

Raspberry Tart store display. $45 and up.

Orange Blossom store display. $45 and up.

Cardboard store display. $35–45

Cardboard store display banner. $40–55

Cardboard hanging store display for miniatures. $200–250

Store display. $45 and up.

Store display $40 and up

Plastic store display.
$200–250

Berry Babies store
display. $50 and up.

Care Bear and Strawberry Shortcake belt display sign. $25–30

Promotional 1983 "The Strawberry Shortcake Success Book." Value unknown.

Promotional stoneware mug, 1983. Value unknown.

Edible Items

Betty Crocker bake set. $20–25

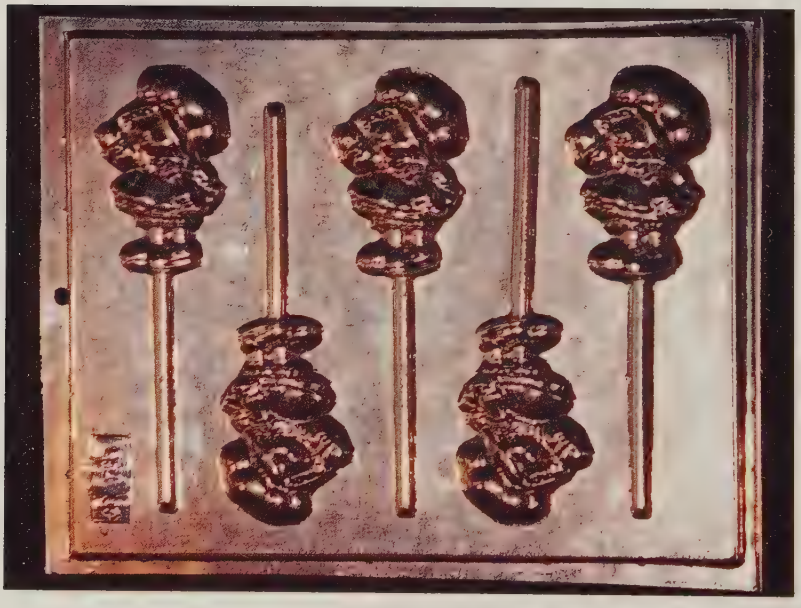
Betty Crocker pet cookie set. $20–30

Betty Crocker dessert bake set. $20–25

Wilton metal cake pan with paperwork. $10–15

Wilton cake decorating kit with aluminum pan inside. $20–25

Candy mold of Strawberry Shortcake. Never used. $30–35



Sucker molds. Never used. $30–35

Sucker mold of various characters. $30–35

Strawberry Shortcake vitamin container by Vita-Fresh. 1980. $25 and up

Vitamin box. $10–15

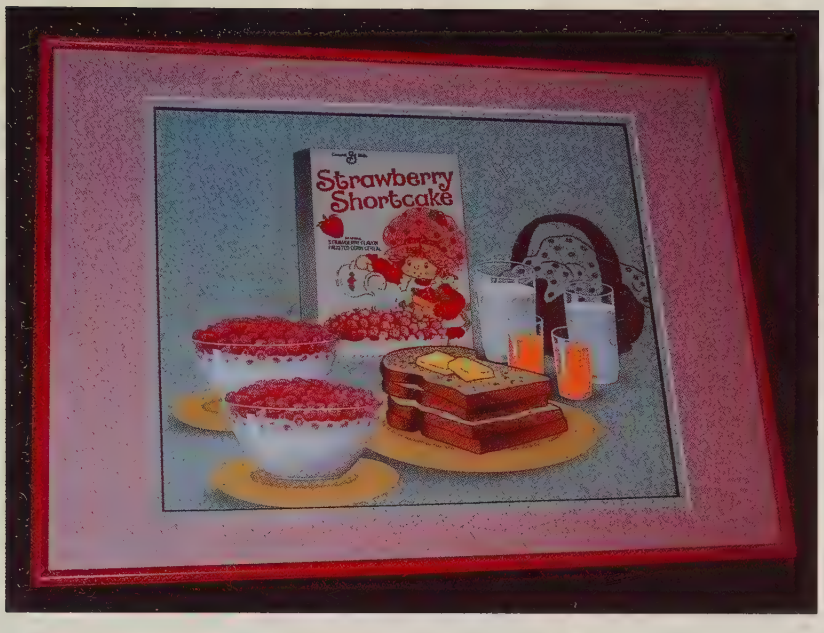
Betty Crocker Blueberry Muffin mix. $10–15

Betty Crocker Blueberry Muffin mix box. $10 and up.

Back of Betty Crocker Blueberry Muffin box.

Strawberry Shortcake cereal box with coupon advertising in lower corner. $40 and up.

Back of Strawberry Shortcake cereal box.



Strawberry Shortcake cereal commercial animation cell. Cell was used to create the commercial for the cereal. Value unknown.

Orange Blossom cereal box. Just like Strawberry Shortcake box only orange flavored. Made by General Mills in 1981. Harder to find than the Strawberry Shortcake box. $80 and up.

Back of Orange Blossom cereal box.

Front of Strawberry Shortcake cereal box. The box has a story book and record offer by General Mills. $4 and up.

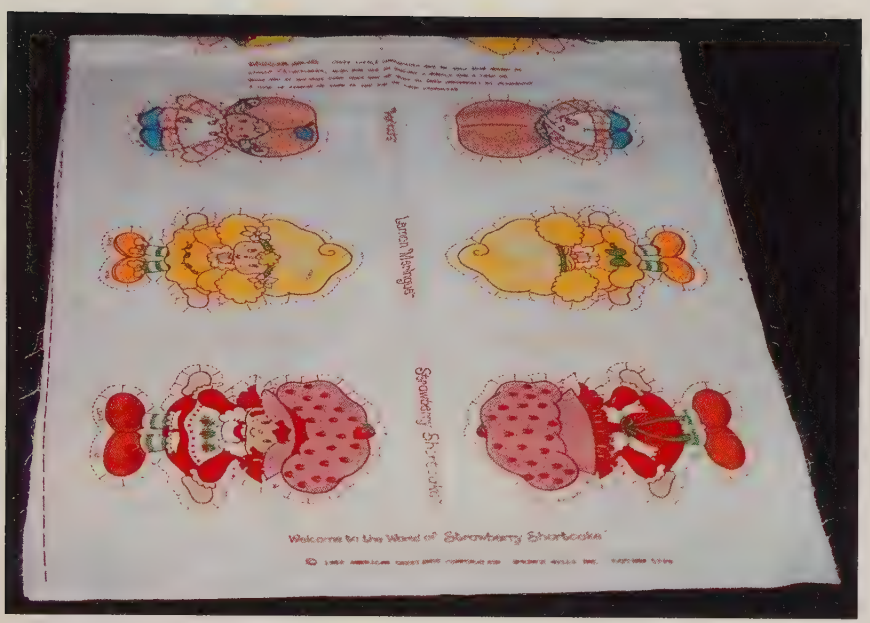
Back of Strawberry Shortcake cereal box with circus offer.

Canadian cereal box, back view.

Canadian Strawberry Shortcake cereal box. The box has a mug and bowl offer. It is just like the American box only written in French and English. Produced by General Mills in 1982. $50 and up.

"Sew" Sweet

Set of 12 cut and sew dolls with zippered berry holder. $60–75



Small cut and sew pillow dolls. Apricot, Lemon Meringue, Strawberry Shortcake.
6 characters per sheet. $15–20 for set. (Set A)

Small cut and sew pillow dolls. Cherry Cuddler, Butter Cookie, Orange Blossom.
6 characters per sheet. $15–20 for set. (Set A)

Small cut and sew pillow dolls. Huckleberry Pie, Raspberry Tart, Blueberry Muffin. 6 characters per sheet. $15–20 per sheet. $15–20 per set. (Set B)

Small cut and sew dolls. Uncut. 6 characters per sheet. $15–20.

Round cut and sew ornaments. 4 styles, 8 ornaments per sheet. Also came in red. $10–15

Cut and sew ornaments. 6 per sheet. $10–15 (set A)

Cut and sew ornaments. 6 per sheet. $10–15 (set A)

Medium cut and sew dolls on sheet. $8–12

Cut and sew Strawberry Shortcake pets. $8–12 per sheet.

Blueberry Muffin large cut and sew doll. $8–12

Huckleberry Pie large cut and sew doll. $8–12

Plum Puddin' large cut and sew dolls. $8–12

Orange Blossom large cut and sew doll. $8–12

Raspberry Tart large cut and sew doll. $8–12

Strawberry Shortcake large cut and sew doll. $8–12

Large Apple Dumplin' cut and sew doll. $8–12

Large Strawberry with Lucky Bug. $4–5

Stuffed train pillow set. $10–15

30" Strawberry Shortcake costume. $10–15

Huckleberry Pie wall hanging. $10–15

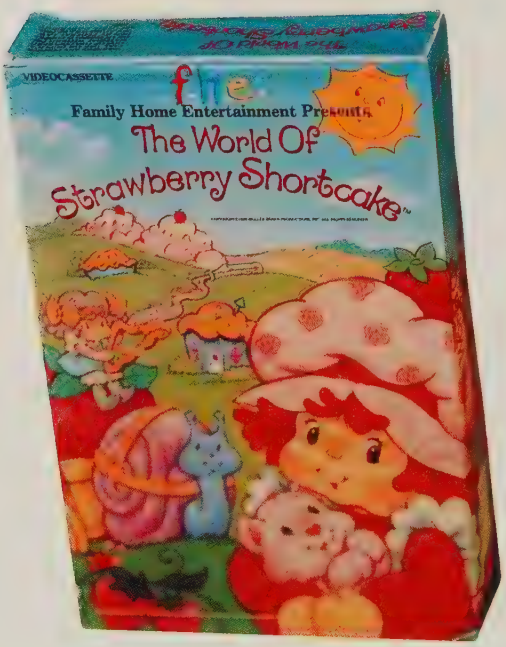
Strawberry Shortcake wall hanging. $10–15

Salesman's samples of Strawberry Shortcake fabric. Value unknown.

Salesman's sample of fabric, Strawberry Shortcake with bows. Price not available.

Salesman's sample of Strawberry Shortcake alphabet fabric. Price not available.

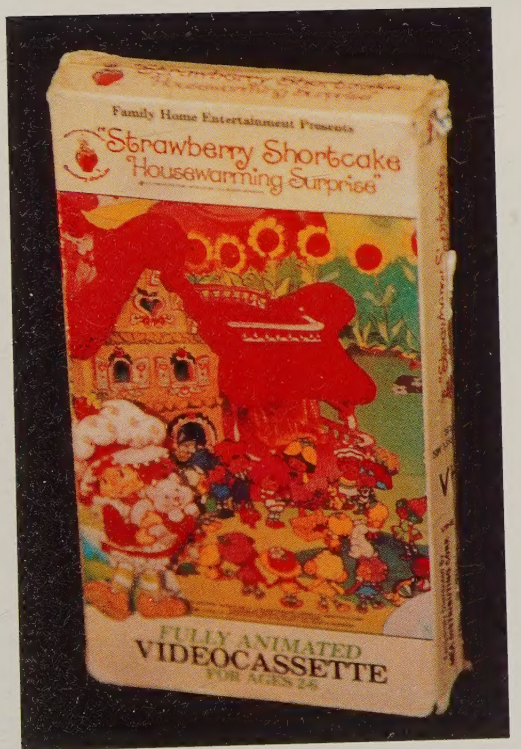
Videos



The World of Strawberry Shortcake video. $10–15

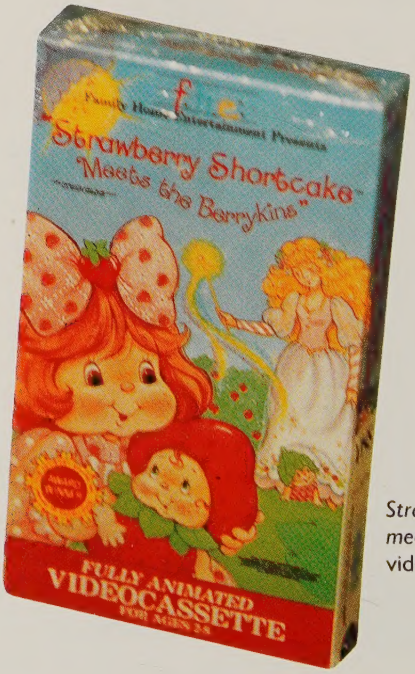
Strawberry Shortcake in Big Apple City video. $10–15

Pets on Parade
video. $10–15



Housewarming Surprise
video. $10–15

Baby Without a Name video. $10–15



Strawberry Shortcake meets the Berrykin video. $10–15

Other Titles from Schiffer Publishing

Strawberry Shortcake Collectibles An Unauthorized Handbook and Price Guide Jan Lindenberger. The Strawberry Shortcake character was originally created in 1979 as a greeting card design and now appears on items sought-after around the world. Here, Strawberry Shortcake and all her friends appear in 325 color photographs along with her history and articles bearing her image. Each item is described and a current market value is given.
Size: 6" x 9" 325 color photos 144 pp.
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Smurf Collectibles: A Handbook & Price Guide Jan Lindenberger with Joel Martone. The collectibles shown include books, movies, figurines, toys, games, puzzles, clothing paper products and many other Smurf items.
Size: 6" x 9" 410 color photos 160 pp.
Price Guide
ISBN: 0-7643-0031-8 soft cover $19.95

More Smurf Collectibles An Unauthorized Handbook & Price Guide Jan Lindenberger. This book catalogs Smurf collectibles with color photographs, useful information, and current market values. It follows her much-praised earlier book, *Smurf Collectibles*. This new book includes jewelry, books, figurines, toys, games, puzzles, clothing, paper products, and many other Smurf items. They are all illustrated in wonderful color, with helpful descriptions and current market values. This book is a must for all serious Smurf collectors.
Size: 6" x 9" 340 color photos 144 pp.
Price Guide
ISBN: 0-7643-0408-9 soft cover $19.95

Care Bears® Collectibles: An Unauthorized Handbook & Price Guide Jan Lindenberger. A wonderful collection of Care Bear objects and those of their Care Bear Cousins® has been gathered into a book for collectors. Illustrated with color photos showing the variety of Care Bears and their current market values, it provides a convenient guide as these creations show up in the collectibles marketplace.
Size: 6" x 9" 520 color prints 192 pp.
Price Guide
ISBN: 0-7643-0310-4 soft cover $19.95

The Unauthorized Guide to Snoopy Collectibles Jan Lindenberger. Snoopy came into the world in October, 1950, in a comic strip named "Peanuts," created by Charles Monroe Schultz. This endearing character has found his way onto literally thousands of objects from greeting cards to stuffed animals, pajamas to tableware. This new book begins the process of documenting these objects, with color photographs, and concise descriptions.
Size: 8 1/2" x 11" 500 color photos 160 pp.
Price Guide
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More Strawberry Shortcake™

An Unauthorized Handbook and Price Guide

Strawberryland is so "berry " sweet, who could possibly resist going back for another visit? Jan Lindenberger and Jennifer Bowles have returned from the place where strawberries grow all year round to bring us another volume of Strawberry Shortcake collectibles. Originally introduced as a greeting card design by American Greetings, Corp., this sweet-smelling little girl and her many flavored friends became the playmates of children everywhere through the 1980s. These children have grown up, but they never forgot Strawberryland—now Strawberry and her friends are in high demand on the collectors' market. This volume covers not only the dolls themselves, but the many many miniatures, toy sets, foods, premiums, and even a chapter for "fabulous fakes"!

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